

Here is a turnkey marketing campaign that can help your community reduce traffic congestion and pollution while building your image as a socially responsible business or organization. When you become a partner of the *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign, you'll receive the positive image that comes from being associated with a reputable and worthy cause. Through the campaign's advertising, you'll also receive exposure and the opportunity to strengthen any environmental messages you may already be promoting.

It All Adds Up to Cleaner Air is a comprehensive, cost-effective and research-based campaign designed to educate the public on how simple efforts can reduce traffic congestion and pollution. Several high-quality materials are available to effectively communicate this message, all of which can be customized with your logo and information. So ask your representative to order materials for you today. This is your opportunity to become part of a program that benefits your community as much as it benefits you.

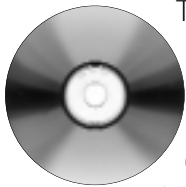
Television Advertisement

"Trip Chaining"

This 30-second television commercial was developed to increase awareness of the relationship between transportation choices, air quality and congestion. The ad encourages the public to trip chain by combining errands and short trips, and can be customized with your logo and contact information.



Recorded Radio Advertisements



Two recorded radio spots, which complement the television ad, will also raise the public's awareness about trip chaining. The 60-second ad includes 15 seconds of music at the end, during which you can read a message from your organization.

The 30-second spot has seven seconds at the end for your information.

Live-Read Radio Announcements

These ads allow for an on-air read by a local radio station announcer or community leader. There are 30-, 20-, 15- and 10-second versions. Like the recorded radio spots, these also promote trip chaining and provide time for customization.

EPA/DOT
IT ALL ADDS UP TO CLEANER AIR CAMPAIGN
LIVE READ RADIO SCRIPTS

It all adds up to cleaner air

"TRIP CHAINING"

:30 LIVE READ (:25 Script/:05 for Local Customization)
Remember when you got your chores done all at once so you could go out and play? Well, trip chaining is the same idea—only you'll save the air in addition to saving time. Trip chaining is when you combine your daily or weekly errands into one sensible trip. It can mean more time in your life, less traffic congestion and less pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:30 LIVE READ (:25 Script/:05 for Local Customization)
Drop off the kids. Run by the bank. Pick up dinner. Save the air. It's amazing what a mom can accomplish in an afternoon! It's called trip chaining, or combining errands into one trip. It saves time and reduces traffic congestion and pollution. Which means a little planning can go a long way in making _____ a better place to live. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:20 LIVE READ (:15 Script/:05 for Local Customization)
Remember when you got your chores done all at once so you could go play? Well, trip chaining is the same idea, but in addition to saving time, you'll reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:20 LIVE READ (:15 Script/:05 for Local Customization)
Drop off the kids. Run by the bank. Pick up dinner. Save the air. It's amazing what a mom can accomplish by trip chaining. It saves time, and reduces traffic congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:15 LIVE READ (:10 Script/:05 for Local Customization)
Trip chaining—or combining your errands into one trip—saves time and reduces congestion and pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

:10 LIVE READ (:05 Script/:05 for Local Customization)
Trip chaining reduces pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.

EPA/DOT
IT ALL ADDS UP TO CLEANER AIR CAMPAIGN
:60 RADIO (:45 RECORDED/:15 LIVE TAG)

It all adds up to cleaner air

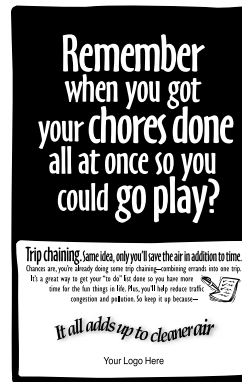
"TRIP CHAINING" :45/:15"

:45 RECORDED:
SFX: A FLOWING, LITING MELODY
FEMALE ANNCR:
The air...
You breathe it...
Feel it...
And continue to protect it...
Simply by doing what you're already doing:
Combining your daily errands into one sensible trip.
Trip chaining.
It means more time in your life,
Less traffic congestion,
And less pollution.
When you first start a car that's been sitting for over an hour, it pollutes up to five times more than when the engine's warm.
So make a list, plan your route and trip chain.
You'll be saving a lot more than just time.
Trip chaining.
Keep it up
because it all adds up
to cleaner air.

:15 LIVE READ TAG: (:15 Seconds for Local Customization)

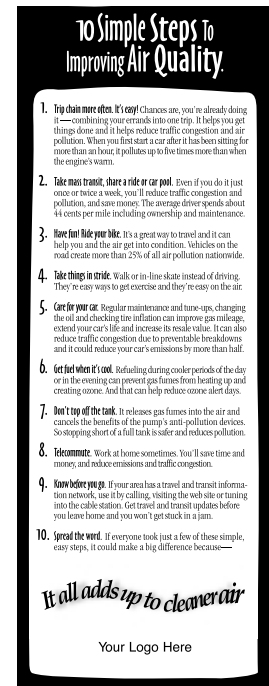
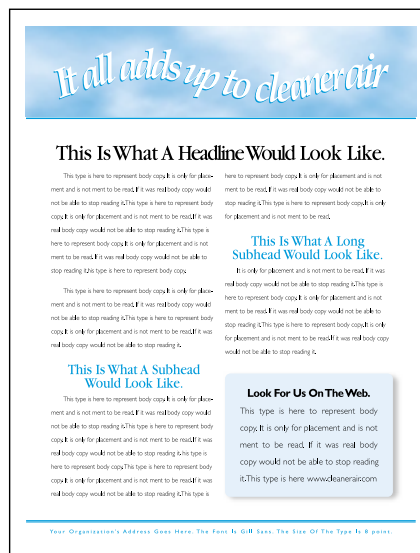
Print Advertisements

The campaign includes two print ads related to trip chaining. Each ad is provided in two sizes: 6.5" x 10" and 4.25" x 6.5". Space is provided for your name and contact information.



Collateral Materials

The program's collateral materials include a placemat/tray liner, a newsletter/fact sheet template and a tip sheet. The camera-ready artwork provides space for customizing.



Outdoor and Transit Ads

These ads quickly communicate the benefits of trip chaining. Billboards, bus sides and bus shelter signs can be used in any combination. Space is provided for your logo.



Bus Shelter Sign



Bus Side Sign